

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

Appl. No.	: 10/805,870	Confirmation No.	1784
Applicant	: Eric B. Watson, et al.		
Filed	: 03/22/2004		
Title	: SYSTEM AND METHOD FOR OPTIMIZING PAID LISTING YIELD		
Group Art Unit	: 3688		
Examiner	: Darnell A. Pouncil		
Docket No.	: MFCP.140316		
Customer No.	: 45809		

**VIA EFS – September 9, 2009**

Mail Stop RCE  
Commissioner for Patents  
P. O. Box 1450  
Alexandria, VA 22313-1450

**SUBMISSION IN SUPPORT OF REQUEST FOR CONTINUED EXAMINATION**

In response to the Final Office Action mailed June 9, 2009, Applicant respectfully requests continued examination of the above-identified Application. The following is in accordance with the requirements for submission under 37 C.F.R. § 1.114(c) and MPEP 706.07(h), Sec. II. In response to the Final Office Action, please amend the above-identified application as follows:

**Amendments to the Claims** are reflected in the Listing of Claims that begins on page 2 of this paper.

**Remarks:** begin on page 8 of this paper.